



COUNTY OF LOS ANGELES

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July 3, 2007

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

SUBJECT: **SYPHILIS AND OTHER STD CONTROL EFFORTS**

On June 13, 2006, the Board approved a motion by Supervisors Yaroslavsky and Molina to develop and implement a comprehensive strategy directed at prevention and intervention of syphilis and other sexually transmitted diseases (STDs).

In late June, I provided you with a draft report for consideration in the budget deliberations. During July and August 2006, we refined the plan in consultation with the Board offices. On September 20, 2006, I provided the Board offices with the final report with a comprehensive strategy, media campaign, budget and timeline. On September 26, 2006, as part of the supplemental budget, the Board approved funding of \$700,000 provided by Supervisor Yaroslavsky's funds for this fiscal year. Combined with the \$500,000 in one-time savings identified by the Department, we had enough funding to begin implementation of the project. Status reports were provided to the board on November 20, 2006, February 5, 2007, February 27, 2007, April 16, 2007 and May 23, 2007.

This is to provide you with a status report with particular attention to the social marketing component.

SOCIAL MARKETING PLAN

On March 13, 2007, the Board approved an agreement with Fraser Communications to implement the social marketing component of this plan.

Background and Accomplishments To Date

I. Community Advisory Groups (CAGs):

Men Who Have Sex with Men (MSM) CAG:

On June 13, 2007, an e-mail was sent to CAG members with an update on the concept test focus groups, the selected advertising concept, and the planned time to launch the campaign.

Women of Color CAG:

A CAG meeting has been scheduled for June 21, 2007 with members to share the selected advertising concept and media buys, and to provide assistance in developing the final list of clinics and other community resources to provide STD screening and treatment.

2. Process Measures and Monitoring:

One process measure has been developed and implemented to monitor the impact of the campaign. The number of lab specimens processed by the Department's Public Health Lab for syphilis, chlamydia and gonorrhea screening will be tracked. An increase will indicate more MSM and Women of Color being screened. Efforts are underway to include data from private labs for this process measure since only a limited amount of clinics send their specimens to the Public Health Lab for processing.

3. Baseline Evaluation:

The collection of baseline data for Women of Color and MSM was completed May 29, 2007. Statistical analysis will be conducted to describe the data. Results will be used to help refine the campaign where relevant.

4. Campaign Development, Implementation and Campaign-Linked Outreach:

Based on input from the CAGs and results from the concept testing focus groups, two social marketing campaigns were selected for full development and production. The "I Know" and "Check Yourself" campaigns were selected for Women of Color and MSM, respectively. The STD Program will also use a previously and separately funded outreach collaboration with Emmis Radio Corporation, the owner of Power 106 radio, to support outreach for the Women of Color campaign during June-August 2007. At least three part-time outreach workers are being recruited to conduct campaign-linked outreach in SPA 4 targeting MSM.

5. Campaign Launch: On June 26, 2007, a press conference was held at the Hall of Administration to announce the launch of the two campaigns designed to reach Women of Color and men who have sex with men. This launch was part of a public relations plan involving Dr. Fielding, Board members and members of the community. Radio and television crews were present at the press conference and there continues to be print coverage of the campaign.

CASE FINDING AND TREATMENT

Hiring continues for the following 11 positions:

- **1 Public Health Investigator Manager** (began work 2/1/07)
- **5 Public Health Investigators** (5 selected, 4 staff began work on 3/6/07, 3/27/07, 3/28/07 and 4/2/07. The fifth candidate selected is a lateral transfer and start date is pending)
- **3 Community Services Counselors/Community Workers** (2 Community Workers were selected and offered the position. One candidate declined the position and interviews are pending to fill this position. LiveScan was completed on 4/10/07 with results pending. Plans to complete interviews for the Community Services Counselor by 7/31/07)

- **1 Research Analyst III**, Internet Interventions (began work 2/27/07)
- **1 Student Professional Worker** (interview date to follow)

Community PHIs:

As previously reported, two agencies with a minimum of 100 early syphilis cases per year were selected [LA Gay and Lesbian Center and AIDS Healthcare Foundation (AHF)].

The STD Program sent the documents for the contract amendments for GLC and AHF to Contracts and Grants for review and placement on the Board calendar. The Office of AIDS Programs and Policy (OAPP) will begin contract augmentations for several HIV Counseling and Testing contractors to enhance syphilis screening efforts. OAPP and the STD Program have developed a list of OAPP-funded community based organizations that would benefit from Phlebotomy Technician I training. The STD Program continues to work on contract language that will increase the number of community based organizations that enroll staff who have successfully completed phlebotomy technician training and to increase the number of OAPP-funded community based organizations that have at least one certified phlebotomy technician on staff.

I will provide you with another report in 30 days. In the meantime, if you have any questions or need additional information, please let me know.

JEF:js
PH:606:015-9

c: Chief Administrative Officer
County Counsel
Executive Officer, Board of Supervisors